



CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING MINUTES
Wednesday, April 12, 2023 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 and Treasurer Fred Cornett
Commissioner Tom Ross
Commissioner and Secretary Beth Young
Commissioner Dawn McGruder
Commissioner Mitchell Cho

Others Present:

Christopher Bruno, Director, Economic Development Office
Matthew Easley, Assistant Director for Finance and Operations, Economic Development Office
Ashleigh Scarborough, EDA Associate, Economic Development Authority
Nicole Toulouse, Senior Assistant Director, Economic Development Office
Tara Borwey, Interim Programs Manager, Economic Development Office

1. Call to Order Vice-Chair Hermann
2. Adoption of Updated March EDA Meeting Agenda [**VOTE**] Commissioners
 - a. Director Bruno states that the “Financial Update” will be new item 7 and then the meeting will proceed from there.
 - b. Motion to approve made by Commissioner Ross, Commissioner Young 2nds.
 - c. Passes unanimously.
3. Adoption of March Meeting Minutes [**VOTE**] Commissioners
 - a. Motion made to approve by Commissioner Ross, Commissioner Young 2nds.
 - b. Commissioner Cho abstained due to his absence.
 - c. Passes 5-0.
4. Consideration on Approval for Electronic Participation for Commissioner McGruder [**VOTE**]
 - a. Motion made to approve by Commissioner McGruder, Treasurer Cornett 2nds.
 - b. Passes unanimously
5. Closed Session Briefing on Prospective Business
 - a. I move that the Economic Development Authority convene a closed meeting under Section 2.2-3711.A.5 of the Code of Virginia for discussion concerning a prospective business where no previous announcement has been made of the business’ interest in locating or expanding its facilities to the City of Fairfax, and under Section 2.2-3711.A.1 of the Code of Virginia to discuss personnel matters.

All commissioners in favor of the motion, please signify by voting aye. Those opposed to the motion, please vote nay. The vote is 6 in favor of the motion and 0 opposed. The Economic Development Authority retired into a closed meeting at 5:34 pm.

- b. At 5:57 p.m. the Economic Development Authority concluded its closed meeting for discussion concerning a prospective business where no previous announcement has been made of the business' interest in locating or expanding its facilities to the City of Fairfax, and to discuss personnel matters.

I move that each of us certify that, to the best of each Commissioner's knowledge, (i) only public business matters lawfully exempted from the open meeting requirements in the Virginia Freedom of Information Act, and (ii) only public business matters identified in the motion convening the closed meeting were heard, discussed or considered.

All Commissioners in favor of the certification motion please signify by voting aye. Those opposed to the motion please vote nay. The motion passes (unanimously or by a vote of 7 to 0 with Commissioner 0 voting nay).

6. Chair's Comments & Introduction of Mayor

- a. Introduction of Commissioner Mitchell Cho
 - i. Commissioner Cho expressed his excitement to help.
- b. Introduction of Mayor Catherine Read
 - i. Mayor Read expressed her support of, and the importance of Economic Development in the community.

7. Business Investment Programs Update

Senior Assistant Director Toulouse

- a. LIFFT
 - i. Senior Assistant Director Toulouse provided an update on the current status of the LIFFT program to the EDA.
 - 1. In less than a month, 8 applications for spaces have been reviewed by the review committee.
 - 2. From an admin standpoint, the minimum would be \$6,000 for a grant.
 - 3. The induced benefit of this is far beyond just the commercial real estate benefit.
- b. Development Attraction Updates
 - i. George Mason Psychology Clinic will be opening an entire floor on University Drive.
 - ii. An architecture firm is moving into half of a floor on Eaton Pl.
- c. Small Area Plan Marketing Initiative

- i. A few years ago, we were allocated form the Department of Community Development Planning, a transfer of \$20,000 to complete the marketing of our small area plans.
 - 1. Completed 3 small area plans: Kamp Washington, Old Town, Northfax.
 - ii. Had conversations with 3 different organizations to see what they see this potential as.
 - 1. Chose the organization Akular to focus on Northfax, recommended by the MEC.
 - 2. This will cost \$22,500.
- d. Pop-Up
 - i. Consideration for Authorization of the Executive Director to identify and negotiate with a non-profit community partner to operate and manage the previously approved Pop-Up program. Any agreement shall not exceed the allocated \$100,000 (of which funds shall also be drawn from for build out and marketing of the Pop-Up program). If authorized the Executive Director shall report back via memo to the Authority in advance of entering into any agreement. **[VOTE]**
 - 1. Motion to move by Vice-Chair Hermann, 2nded by Treasurer Cornett.
 - 2. Passes unanimously.

8. MEC / Sponsored Programs Update

- a. Authorization to permit the Chair to enter into multiple unique agreements for subleases with the sponsored programs located at 10306 Eaton Pl. Suite 180 Fairfax, VA. Sublease agreements authorized under this item are permitted to be in excess of the typical twelve month sublease agreement term currently in use with the Mason Enterprise Center – Fairfax program, with the understanding that these subleases advance the co-location of programs benefiting the Fairfax City local economic development priorities. **[VOTE]**
 - i. Passes unanimously.
- b. MEC Programs Update Center Director Hill
 - i. Center Director Hill provided an update on the current status of the MEC.
 - 1. 3 new member prospects.
 - 2. Current occupancy is at about 60%.
 - 3. The MEC hosted a successful Open House.
- c. Sponsored Programs Update Timm Johnson Mason SBDC Fairfax Director

- i. Mason SBDC Fairfax Director Johnson provided a comprehensive update on the Mason SBDC.
 1. Provides 1 on 1 business counseling, workshops, resources and referrals focused in the Northern VA area.
 2. A number of SBDC Specialty Programs including:
 - i. Innovation and Commercialization Assistance Program (ICAP)
 - ii. International Business Development Program (IBD)
 3. The SPDC has had 151 clients from Fairfax City since 2020.
 4. Measure job growth as well as new jobs created, for businesses.

9. EDA Financial Update

Treasurer Cornett

- a. Treasurer Cornett provided a comprehensive overview of the finances of the EDA.
 - i. The current fiscal year the EDA had a budget of \$2 million and 60 thousand. (July 1st to June 30th of this year).
 - ii. MEC Enterprise contribution is \$150,000, funded through the EDA.

10. Update/ Prelim Information on Neighborhood Development Grant Initiative (FY '23 and 'FY24 Planning) Assistant Director Easley

- a. Assistant Director Easley provided an update and preliminary information regarding NDG initiatives.
 - i. There is \$36,000 that are outstanding and not allocated.
 - ii. Proposing 3 grants in the amount of \$12,000 to nonprofit organizations who demonstrate impact-based programming.
 1. Performance based.
 - iii. An intern in the EDO is currently compiling a list of nonprofits throughout the City, so we can send this information and make them aware.

Assistant Director Easley

11. Programs Update

Programs Manager Borwey

- a. FLEX Card Update
 - i. Programs Manager Borwey provided an update on FLEX Card to the EDA.
 1. 36 businesses are currently enrolled.

2. The top 10 redeemers, with the exception of 1, are Old Town businesses.
- b. Restaurant Week 2023
 1. 30 participating restaurants, 29 are already signed up for the next Restaurant Week.
 2. Restaurant week highlights the diversity of options Fairfax City provides.
 3. Received 431 responses in diner feedback, 200 more than the last.
 4. Received 13 survey responses from restaurants thus far.

12. ED Operations/ Administration/ Partnerships/ Programs

Director Bruno

- a. Office Staffing Updates
 1. Tara Borwey has officially been named Programs Manager.
 2. Senior Assistant Director Merlene got married and her last name is now Toulouse.
- b. International Downtown Association Economic Development Conference Summit
 1. Assistant Director Easley will be attending the IDA ED Conference Summit, in Norfolk, presenting on behalf of our organization and the benefits of incubation specifically with MEC.
- c. New Program Proposal
 - i. Façade Improvement Program
 1. Director Bruno provided information on reinstating this program.
 2. The work is already done in terms of building out the project, just have to name, rebrand, and reestablish it. All decisions will be engaged with the Commission.
 3. This will not be restricted to a certain area.
 4. Potentially recommending up to \$200,000 of funding, from the \$500,000 of unidentified funds.
 5. This will support deliverable 4.5 of the Strategic Work Plan.
 6. Commissioner Ross volunteers to support.

13. Public Comment

Public

- a. William Pitchford from Smarter Growth shared his happiness with the approval of the recommended design for the Chain Bridge Road and Eaton Place intersection.
 - i. Smarter Growth is continuing to work with the CFCC on the Land Development Workshop that will be held Wednesday May 10, at 6pm.
- b. OTFBA Director Rollins acknowledged Senior Assistant Director Toulouse and Contract Manager Smith for their support in their potential pilot program.

- c. Director Rose from the Central Fairfax Chamber of Commerce gave an update on the CFCC and their events. The Economic Summit will take place on June 7.
 - i. Doug Church acknowledged the marketing efforts of the City, Council, Mayor, and EDO.

14. Adjourn

*****Next Meeting: Wednesday May 3, 2023*****

6pm, 10300 Eaton Pl. Fairfax, Virginia 22030

Subject to Change. Please Check fairfaxcityconnected.com for more information.