



# CITY OF FALLS CHURCH

## ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA

Virtual Meeting – <https://meet.lync.com/fallschurch-fallschurchva/vweiner/8Y36S4V1?sl=1>

Tuesday, June 2, 2020 - 7:00 PM

**NOTICE:** The meeting for which this agenda has been posted will be held pursuant to and in compliance with the Virginia Freedom of Information Act, Section 2.2-3708.2 and state and local legislation adopted to allow for continued government operation during the COVID-19 declared emergency.

All participating members of the Economic Development Authority will be present at this meeting through electronic means. All members of the public may view the meeting via this Skype meeting link <https://meet.lync.com/fallschurch-fallschurchva/vweiner/8Y36S4V1?sl=1>.

Public comment should be submitted to [vweiner@fallschurchva.gov](mailto:vweiner@fallschurchva.gov) until 8:00 p.m. on June 1, 2020. All comments will be provided to the EDA members and comments received by the deadline will be summarized during the meeting.

**PLEASE ALSO NOTE:** This meeting will be conducted via Skype. If you do not already use Skype, you will be prompted to install it when clicking the meeting link, so please take some time ahead of the meeting to do so. If needed, there are short instructions to install the app following the meeting agenda. Please email EDA Clerk Val Weiner at [vweiner@fallschurchva.gov](mailto:vweiner@fallschurchva.gov) prior to the meeting if you need assistance with installation. During the meeting, staff will not be available to assist with installation.

Please follow the links for the meeting documents:

I. Call to Order

**Roll Call:**

**EDA Board Members Present:** Chairman Bob Young, Jim Coyle, Erin Messner, Brian Williams, Vice Chair Erik Pelton, Mike Novotny, Edward Saltzberg

**City Staff Present:** Becky Witsman, Val Weiner, Jim Snyder

**Student Representatives Absent:** Cole Tarter, Evan Jones, George Hoak

**Public Attendees:** Letty Hardi, Tim Stevens, Russ Wodiska

II. Approval of April Emergency Meeting EDA Minutes:

<https://www.fallschurchva.gov/DocumentCenter/View/12648/Draft-April-Emergency-Meeting-2020-Minutes-Pre-EDA-Approval>



# CITY OF FALLS CHURCH

---

- a. Jim Coyle motioned to approve the minutes, Erin Messner seconded. Unanimous approval.
- II.** West End Small Area Plan presentation/discussion - Shaina Schaffer  
<https://www.fallschurchva.gov/2028/West-End-Small-Area-Plan>
- a. City Staffer Shaina Schaffer presented the West End Small Area Plan to the EDA for comments.
  - b. Comments included:
    - i. Suggestion of a pedestrian bridge to create a safer crossing across Haycock street.
    - ii. Making a more specific public infrastructure plan for improvement, beyond just goals.
    - iii. Considering minimum parking requirements since the area is so close to metro, as well as changing travel patterns due to COVID-19.
    - iv. Building a stronger connection between the West End and Founder's Row.
    - v. Coordinate with Fairfax about their plans for density in the adjacent parcels.
    - vi. Supporting a bike path behind the Federal Realty property to create a safe route for kids to get to school.
  - c. Staff notes:
    - i. Pedestrian bridges can be expensive and poorly used, the plan right now is to make street-level improvements like lower speed limits and safer cross walks
    - ii. These Small Area Plans have resulted in real change before, more specifics aren't always needed at this stage. The EDA leadership also submitted a letter to the NVTVA supporting grants that promote safe public infrastructure along Shreve Road. This grant would help move this plan forward with more specific goals.
    - iii. The plan doesn't currently consider minimum parking requirements, but could moving forward.
    - iv. The plan does include a bike path behind Federal Realty
- III.** Emergency EDA COVID/Small Business grant program update and discussion:  
<https://www.fallschurchva.gov/DocumentCenter/View/12649/Final-EDA-Grant-Summary-for-EDA-Board-meeting-June-2-2020>
- a. EDA Chair Bob Young opened the meeting by inviting members who believe they have conflicts of interest to state the conflict and their ability to still participate in a fair and unbiased manner. Erin Messner noted her conflict as a small business owner who would qualify for the grant, but pledged not to apply so so as to avoid conflict. Vice Chair Erik Pelton noted his conflict as his involvement in small businesses throughout the city, either through family or as himself. Chair Bob Young noted his conflict as a landlord of businesses who



# CITY OF FALLS CHURCH

could qualify for the grant. All three pledged their ability to act fairly and in an unbiased manner on the matter of the emergency grant program.

- b. Chair Bob Young opened the conversation by reviewing the successes and feedback from the first round of EDA Emergency grant disbursement. Based on this success, he offered the possibility of administering the final monies left in the pre-approved \$250,000 amount for the next round of COVID-19 emergency business grants, and changing the eligibility criteria to gross receipts of up to \$750,000 and including non-profits.
  - i. EDA members wanted to be sure this approach considers that all small businesses were able to access and apply to the grant the first time, before opening it to larger businesses. The Chair and Staff reassured that advertising would continue with the next round, and Naomi's new position would help.
  - ii. EDA members support including non-profits but some expressed concern that non-profits don't necessarily support economic development in the way that other businesses do more directly.
  - iii. EDA members suggested that if the new requirements are approved, the process include tiered system that prioritizes businesses that make below \$500,000, then non-profits, then those up to the new \$750,000 threshold.
  - iv. Members expressed concern this approach would be too difficult and could delay businesses from getting the grant as soon as possible.
- c. EDA members suggested breaking the motion up into three different motions:
- d. **Motion #1: Funding a business COVID-19-related liaison to local businesses**
  - i. Jim Coyle motioned to approve \$15,000 for Naomi Goodwin to work as business liaison for COVID-19 related issues and business reopenings. Seconded by Erik Pelton.
  - ii. The goal would be for her to follow-up with businesses on COVID-related issues, and this cost could be reimbursed with the CARES money.
  - iii. Unanimously approved by the EDA.
- e. **Motion #2: Round two of COVID-emergency grants and expanding eligibility**
  - i. Erik Pelton motioned to reopen the applications for the remainder of the pre-authorized \$250,000 to businesses that meet the prior criteria, adding eligibility for businesses with up to \$700,000 in gross receipts and non-profits in the City as long as all businesses self-certify that they have payroll in the City. Jim Coyle seconded.
    1. Members reiterated interest in the tiered system, but it was decided to be too complicate and would slow down the process.
    2. Without a tiered system, this round will function as a pure lottery system to avoid bias.
    3. Unanimously approved by the EDA.



# CITY OF FALLS CHURCH

- f. Motion #3: Funding \$100,000 fund for COVID-related cleaning and protective products for local businesses**
  - g.** Based on suggestions from businesses that applied for the initial grant, City Council member Letty Hardi suggested the EDA allocate money towards procuring items like hand sanitizer and cleaning supplies.
  - h.** Chairman Bob Young suggested designating up to \$100,000 to go towards these supplies. The process might require a business forum or survey for local businesses to share their needs.
    - i.** Members created a subcommittee of Erik Pelton, Jim Coyle, Erin Messner, and City Staff to gather information from the forum/survey and to create a report to give to the EDA.
    - ii.** Mike Novotny moved that the EDA authorize \$100,000 for the purpose of helping businesses acquire items to reopen and operate effectively during the COVID pandemic. Such uses may include things as masks, sanitizer, social distance decals, outdoor seating items, and other items to be determined. The EDA and Staff will first hold a forum with the Chamber and local businesses to help determine what items this may include, and an EDA committee will be formed to create the criteria for funding approval and decide on the final use of these funds, and the Committee and Staff shall provide a report back to EDA on the final use of the funds. Jim Coyle seconded the motion.
    - iii.** Unanimous approval by the EDA.
    - iv.** Mike Novotny moved that an additional \$15,000 for the part time City Downtown Park Coordinator position to assist the EDA with COVID business related activities and the \$100,000 for the COVID products come from the landbanking fund. Seconded by Erik Pelton. Unanimous approval.
    - v.** Staff notes that they have applied for all COVID-related businesses costs to be reimbursed by the federal CARES Act funds. Members also noted that this money could be reimbursed by the CARES Act funding received by the City, and were therefore more comfortable with increasing the total amount to \$300,000
- IV. 412 W. Broad Street – discussion in re: sidewalk improvements
- a. Chair Bob Young strongly recommended the EDA submit a letter to Council supporting immediate action to condemn the Bedo’s Leatherworks property for violating its original site plan requirements
  - b. EDA members agreed to send a letter to Council supporting this effort.
- V. Wayfinding study – status and discussion:  
<https://www.fallschurchva.gov/DocumentCenter/View/12650/Wayfinding-Update>



# CITY OF FALLS CHURCH

---

- a. City Staff Val Weiner presented on the current status and progress of the Wayfinding study.
  - b. The consultants have completed Phase 1, which consisted of design and programming of the signs for \$30,000. Phase 2, at the cost of \$35,000, would consist of up-to-date construction documents, pricing, and bidding for the signs.
  - c. EDA members suggested having a presentation to City Council prior to beginning Phase 2.
  - d. Jim Coyle made a motion to approve \$35,000 from the EDA's IRB fund for Phase 2 of the Wayfinding study. Ed Saltzberg seconded. Unanimous approval by the EDA.
- VI. Commercial parking study – status and discussion:  
<https://www.fallschurchva.gov/DocumentCenter/View/12662/Parking-Study-Update>
- a. Ed Saltzberg presented a summary of the parking study to date. The study has progressed from the current conditions of parking, the projected future conditions of parking, and has now progressed into solutions development.
  - b. The consultants have presented an app/tool called Mistall that could be of interest to the EDA, and the EDA showed significant interest in pursuing it further.
- VII. Development projects update
- a. Letty Hardi updated the EDA on the EDC updates on Insight and Founder's Row II possibility. The West Falls Church project will submit on June 1<sup>st</sup>, but must resolve issues with VDOT, pushing development into the school parking lot, and the creation of a CDA. The Insight project has stalled because of the interim and permanent parking plans. The Founder's Row II project developers are meeting with adjacent neighbors to gauge their concerns and needs. The mixed-use project's significant issue would be that the commercial requirements could not be met, but the EDC would like to provide flexibility to support smaller infill projects.
- VIII. Adjournment 9:42