



ECONOMIC DEVELOPMENT DRAFT AUGUST MINUTES

Virtual Meeting – <https://meet.lync.com/fallschurch-fallschurchva/vweiner/V3C9Z8DK?sl=1>

Wednesday, September 9th, 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/V3C9Z8DK?sl=1>.

Public comment should be submitted to vweiner@fallschurchva.gov until 8:00 p.m. on September 8th, 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 prior to the meeting if you need assistance with installation. During the meeting, staff will not be available to assist with installation.

1. Call to order at 7:04

Roll Call:

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

Student Liaisons Present: James Trombo, Rex Crespin

City Staff Present: Becky Witsman, Val Weiner, Jim Snyder, Susan Long

Public Attendees: Letty Hardi, Tim Stevens, Phil Duncan, Sandy Kiersz, Matthew Quinn, Kathy Frazier, Sandy Hanger

2. **Approval of August 4th, 2020 EDA DRAFT meeting Minutes:**

<https://www.fallschurchva.gov/DocumentCenter/View/13132/Draft-August-EDA-Meeting-Minutes> :

Jim Coyle motioned to approve the minutes, seconded by Ed Saltzberg. Unanimous approval by the EDA.



3. Introduction of new CBC student representatives: Rex Crespin and James Trombo:

Chairman Bob Young introduced Rex Crespin and James Trombo as student representatives to the EDA. They will join the EDA at the monthly meetings for the next year.

4. Discussion and possible vote in re: another round of micro-grants:

Chairman Bob Young proposed another round of \$2000 grants to all the previous recipients of the emergency COVID EDA grants, considering the original \$250,000 the EDA spent on the first two rounds of grants will be refunded by the CARES funds by mid-September. There were two debates: one over whether the criteria should change and whether the money would be more helpful now or later into the fall when businesses may be struggling more.

- a. On criteria change, EDA members noted that some businesses who previously received a grant may already be out of business, in which case the money would be wasted, and some businesses didn't have the opportunity to apply to the grant in the first or second round so the proposed method would continue to leave this group out. EDA staff noted they are actively reaching out to businesses to ascertain whether they have closed or not, and will continue to do so. Anecdotally, not many businesses have closed throughout the City. In addition, there is not enough staff time to re-open the application and start the process over. EDA members came to the conclusion that providing the grant to all previous recipients is the easiest and fastest method of getting the money to businesses.
- b. EDA members were originally split on whether to spend the money now or later. Some members made noted \$2000 is more of a gesture than an amount that pull a business out of bankruptcy later in the fall (possibly a more difficult time for restaurants and retail). Members noted that even if a business is going into bankruptcy, \$2,000 is helpful at any point. One member dissented to suggest waiting to see how businesses fair in the fall/winter to re-evaluate the program. Council member Letty Hardi suggested EDO staff present data on meals/sales taxes, employment to the EDA to help inform this decision. Some EDA members were interested in seeing this data in order to understand how best to spend the money. Staff will investigate and present data at a future meeting. Almost all members agreed to send the money now, regardless of data, to help businesses as soon as possible and because it is more of a goodwill gesture.
- c. Jim Coyle motioned to spend up to the \$250,000 in reimbursed grant funds to the same recipients as in the last rounds and to send it now. Erin Messner seconded. Brian Williams voted against the motion, all other EDA members approved. The motion passes.

5. Wayfinding Phase 1 Presentation:

- a. Frazier and Associates presented their proposed Phase 1 of the Wayfinding project. Proposed Phase 1 would include, for a cost of \$150,000,
 - i. two gateway signs
 - ii. Re-programmed parking directional signs around the 100 Block of West Broad (which would cost an additional \$4,500)
 - iii. A site identification sign for Mr. Brown's Park
- b. EDA members liked the proposed Phase 1, they suggested paying for Phase 1 and presenting the entire plan to the City Council to include additional Phases in the future CIP. City staff Susan Long and City Council member Phil Duncan suggested adding a



gateway sign to the entrance of the City at South Washington. EDA members will consider how much money to spend on Phase 1 at the next meeting (including whether to include this additional gateway sign).

- c. Jim Coyle motioned to approve the \$4,500 for Frazier Associates to re-program Phase 1. Ed Saltzberg seconded. Unanimous approval. EDA would like City Staff to present the entire Wayfinding plan to City Council so they are aware of the plan and can consider it for the CIP.

6. Business Supply Fund Committee Update – Erin Messner

- a. Erin Messner presented updates on the Business Supply Fund work. All 10 of the hand sanitizer stations have been installed, the fund has a significant amount of money left and isn't sure how to use it. Government has restrictions on how it can be spent and the Committee is waiting to see how businesses are impacted in the Fall. The Committee is still working on communications with businesses. EDA members have heard from businesses that they mainly just need money. Members plan to save the rest of the money for future uses. City staff will also look into outdoor heater options.

7. Per the resignation of Mike Novotny and Erik Pelton

- a. Erik Pelton motioned for Brian William to step in as interim Vice Chair upon his resignation. Seconded by Ed Saltzberg. Unanimous approval by the EDA. EDA members will continue to advocate for new members to join.

8. Draft letter of commendation for Robert Goff (per Business Supply Fund Committee)

- a. EDA members are grateful for Robert Goff's contributions to the City and are excited to honor him with this letter.

9. Parking Project Update – Ed Saltzberg

- a. City staff updated the EDA on parking projects. Updates included:
 - i. the Department of Public Works noted that parking along Little Falls on the City Hall side is not feasible for safety reasons.
 - ii. the City arborist also expressed concern with removing healthy trees at the park/maple lot.
 - iii. City Staff Jim Snyder and Zak Bradley also plan to walk along W Broad to identify an uber pick up/drop off spot. The spot would most likely be near Mr. Brown's park. Parking all along W. Broad is a more long-term goal.
 - iv. City Staff are tight on budget and staff to be able to execute many of these projects.
- b. City Council member Letty Hardi mentioned she would like for City staff to continue pursuing electric signage on the Kaiser garage, particularly considering the Insight Project's reliance on there being public parking there.
- c. EDA members would also like City staff to continue to pursue cleaning up the vegetation in the public lot near park/maple, as well as installing more lighting to make the lot more visible.
- d. City Council member Letty Hardi suggested a goal of November 1st to install and implement the Broad Street spots. City staff agreed.

10. City Staff provided an update on projects in the City.

- a. Insight: City Council did not decide at the work session whether the project will go to first reading.
- b. Founder's Row: moving along and it looking good.



- c.** West End: working successfully on the intersection design with good progress. There is interest to find a way to connect Route 7 to Metro through Fairfax County portions, with some possible state funding.
- d.** There is also interest in businesses locating in the City.