



## Economic Development Authority Agenda

Virtual Meeting Link:

[https://teams.microsoft.com/dl/launcher/launcher.html?url=%2F%20%23%2F1%2Fmeetup-join%2F19%3Ameeting\\_MGI3ZWEzMzAtOGIzMC00NDIyLWIyYzktOTQ0MDUxOTc4MWRh%40thread.v2%2F0%3Fcontext%3D%257b%2522Tid%2522%253a%252273ba5b04-4ace-4ae3-a6b2-65cbc403418b%2522%252c%2522Oid%2522%253a%2522c0ccb9ec-7d9b-4f2b-a373-2bf4894593e2%2522%257d%26anon%3Dtrue&type=meetup-join&deeplinkId=26387d54-9c31-4441-8298-09baa9b044d1&directDI=true&msLaunch=true&enableMobilePage=true&suppressPrompt=true](https://teams.microsoft.com/dl/launcher/launcher.html?url=%2F%20%23%2F1%2Fmeetup-join%2F19%3Ameeting_MGI3ZWEzMzAtOGIzMC00NDIyLWIyYzktOTQ0MDUxOTc4MWRh%40thread.v2%2F0%3Fcontext%3D%257b%2522Tid%2522%253a%252273ba5b04-4ace-4ae3-a6b2-65cbc403418b%2522%252c%2522Oid%2522%253a%2522c0ccb9ec-7d9b-4f2b-a373-2bf4894593e2%2522%257d%26anon%3Dtrue&type=meetup-join&deeplinkId=26387d54-9c31-4441-8298-09baa9b044d1&directDI=true&msLaunch=true&enableMobilePage=true&suppressPrompt=true)

**Tuesday October 6<sup>th</sup>, 2020 @ 7 PM**

NOTICE: This meeting 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 Committee will be present at this meeting through electronic means. All members of the public may view this electronic meeting via the meeting link listed above and in the City's website calendar.

Public comments may be submitted to [vweiner@fallschurchva.gov](mailto:vweiner@fallschurchva.gov). All comments will be provided to the EDA members.

PLEASE NOTE: This meeting will be conducted using Microsoft Teams. Don't have the Teams app? You can still join a Teams meeting. See the instructions attached to this meeting agenda. Please email [vweiner@fallschurchva.gov](mailto:vweiner@fallschurchva.gov) if you need assistance with installation. During the meeting, staff will likely not be available to assist with installation.

### 1. Call to order: 7:05

### 2. Roll call and virtual meeting notice

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

**Student Liaisons Present:** James Trombo, Rex Crespin

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

**Public Attendees:** Letty Hardi, Tim Stevens, Phil Duncan, Sandy Kiersz, Matthew Quinn, Armand LeVasseur, Liesl Leach

### 3. Approval of September meeting minutes:

<https://www.fallschurchva.gov/DocumentCenter/View/13240/ECONOMIC-DEVELOPMENT-DRAFT-September-MINUTES>

Vice Chair Brian Williams asked for an edit to the minutes. Under item number 4 "Discussion and possible vote in re: another round micro-grants", the last bullet point was changed from:

"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. All but one EDA member approved the motion, the motion passes."



To:

“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.”

Jim Coyle motioned to approve the minutes with this change, Erin Messner seconded followed by unanimous approval.

### **3. Update on recent round of emergency grants**

EDO Staff updated the EDA that the third round of EDA grants were sent and received by 125 local businesses. This money can be used for COVID response, including winterizing the business. Chair Bob Young asked City staff to bring data to the next meeting on the grant recipients.

### **4. Update on Wayfinding Signage Project – Bob Young :**

<https://www.fallschurchva.gov/DocumentCenter/View/13245/Updated-Wayfinding-One-Phase-Estimate-and-Timeline>

EDA Chair Bob Young proposed moving forward with the Wayfinding program in one phase for a cost of up to \$500,000, where it would hopefully be possible for the City Council to reimburse the EDA for half of the program (up to \$250,000). Mr. Young noted there had been no firm commitment from City Council to date; Council member Letty Hardi also noted that it is difficult to make firm financial commitments during a timeframe outside of the normal budgetary review (in Spring). Council member Letty Hardi and Chair Bob Young suggested there may be other ways to finance the project. They suggested it is possible for EDA to ‘front’ the money, include the project in the CIP and receive a refund from the City within the next of couple years. Debt financing could also be an option. EDA members noted that without City Council’s support, even in light of alternative financing options, \$500,000 may be too much money to take from the EDA budget. EDA members also noted there may be a political issue with financing this signage program during COVID.

City Staff also noted there are some financing details that need to be discussed with the consultants further. In consideration of these concerns, the EDA agreed to wait until the November meeting to continue discussions on this program. City staff will continue discussions with City Manager Wyatt Shields, City Council, and the Wayfinding consultants to gain greater clarity on the issues.

### **5. Kaiser Signage Update**

City staff updated the EDA on the status of the Kaiser signage negotiations. The negotiations are on pause as Kaiser and the City of Falls Church Department of Public Works attempt to resolve a flooding issue near the Kaiser loading dock area.

### **6. Drop off/pick up spots on W. Broad St. – Jim Snyder**

CPEDS Director Jim Snyder updated the EDA that he met with Zak Bradley, Interim Director of the City Department of Public Works (DPW) and identified two potential pull-over/off spots along Broad St (one



near Mr. Brown's Park and one mid-block on the north side facing across from Harris Teeter). Staff will continue to work with DPW on next steps.

### **7. Parking Study Update**

City staff updated the EDA on the parking study work items. DPW is planning to clear some of the vegetation near the Park/Maple public parking lot/corner. City staff also virtually met with Assistant City Manager Cindy Mester to discuss potential shared parking opportunities. City staff will continue to work on this work item, though there isn't as much demand for additional parking during COVID. Bob Young would like to work with City Staff and Cindy Mester, to move this item forward.

City Council Member Letty Hardi suggested that EDO/EDA release a press release on the results of the parking study to educate the community on the 'hot spot' issue and that there isn't a parking problem overall.

### **8. Discussion of November EDA Meeting Date (conflict with Election Day)**

The EDA agreed to move the EDA meeting date from November 3<sup>rd</sup>, 2020 to November 10<sup>th</sup>, 2020 to avoid conflict with Election Day. This meeting will also include an Economic Development Forum that will outline the future of real estate investment and the economy during and after COVID.

### **9. Northern Virginia Economic Development Alliance (NVEDA) Webinar**

EDO staff requested EDA financial support for an NVEDA initiative; the City is a member of the NVEDA. Jim Coyle motioned to approve EDA funding up to \$3,390 for 10 - NVEDA curated webinars on COVID business response, that the EDO will advertise to local businesses. Brian Williams seconded. Unanimous approval by the EDA.

### **10. October 19<sup>th</sup> Affordable Housing Work Session**

City Council Member Letty Hardi encouraged EDA members to attend the work session with Council on October 19<sup>th</sup>, discussing affordable housing. Staff will update the EDA with details.

### **11. City Staff Updates**

Via a spreadsheet, City staff updated the EDA on the status of pending tenant fit-out permits and critical CPEDS staffing needs. As the new high school and Founder's Row projects move forward, there will be an increased demand for staff to review and inspect these projects.

### **12. ADJOURN**

Other Meeting Documents:

EDA Project Tracker: <https://www.fallschurchva.gov/DocumentCenter/View/13246/Final-October-Updated-Project-Tracker>



City Commercial Permits Project Report:

<https://www.fallschurchva.gov/DocumentCenter/View/13241/October-2020-EDC-EDA-new-business-occupancy-projects-Tracker>

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