

**City of Falls Church
Economic Development Authority
Minutes - APPROVED
Tuesday, March 2, 2010 – 6:30 p.m.
Falls Church City Hall – Training Room
300 Park Avenue, Falls Church, VA 22046**

I. Call to Order – The meeting was called to order at 6:33 p.m.

EDA Board Members Present: David Tarter (chairman), Ed Saltzberg, Bob Butchko, Ira Kaylin, Michael Novotny, Phil Duncan, Andy Rankin (arrives 6:42pm)

ED Staff: Rick Goff, Becky Witsman, Tatyana Schum

Public Attendees: Tom Clinton, Commissioner of the Revenue; Lawrence Webb, City Councilmember; Nader Baroukh, City Councilmember; Lindy Hockenberry, Planning Commission; Pam Doran, Office of Housing; Tim Stevens, Environmental Services Council; Cindy Mester, Assistant City Manager; Johannah Barry, Galapagos Foundation; Carol Jackson, Falls Church Housing Corporation; Bob Young, Jefferson One Development; Sue Cotellessa, Office of Planning; Dave Lasso, Attorney for Falls Church Housing Corporation; Mike Gill, Akridge Development; Barry Buschow; Laura Hull, Creative Cauldron; Meg Wiant, Creative Cauldron; a representative from the Falls Church Times.

II. Petitions from the Public – Lindy Hockenberry describes the EDA’s Little City branding, restaurant guide distribution, and “meet and greet” programming as tremendous additions to the Wammie event held at the State Theatre on February 28.

III. Petitions from the Board – none.

IV. Approval of February 2, 2010 Minutes – Phil Duncan motions to approve, Ed Saltzberg seconds, and all approve.

V. New Business

a. Creative Cauldron Grant Request

Laura Hull spoke on behalf of Creative Cauldron, the applicant, giving a PowerPoint presentation and overview of Creative Cauldron, its mission, finances, and its tie-in with ArtSpace Falls Church. Meg Wiant, Creative Cauldron’s Marketing and Development manager, was also in attendance. The request was made for \$6,000 to help buy the mailing list, create the mailing, and purchase ad space in publications. The mailing is targeted to reach 10,000 households of arts patrons in the communities surrounding the City of Falls Church.

Chairman Dave Tarter advises the applicant that the FY2010 budget is spread quite thin and with that there is discussion among Board members about the budget and that Creative Cauldron is an organization with a year-round program, not simply tied to a single event. Following a discussion and a brief question and answer session with the

applicant, Bob Butchko moves to grant the request for \$6,000 and Phil Duncan seconds. All Board members approve and the grant request for \$6,000 for Creative Cauldron is approved.

Chairman Tarter calls a 5-minute break at 7:25pm in order for the next presentation to set up. The meeting resumes with a call to order at 7:30pm.

b. The Wilden (Falls Church Housing Corp.)

i. Project Review

Councilmember Nader Baroukh reads the following disclosure statement:

As I have previously disclosed, and filed with the City Clerk, with regard to project (Wilden) submitted by The Community Builders and The Falls Church Housing Corp and TR10-14 and TO-06, I own property at 243 Gundry Dr. in the Winter Hill neighborhood and I am on the Board of the Winter Hill Community Association. For the reasons previously stated on the record and filed with the Clerk, I can consider this matter fairly, objectively and in the public interest.

Dave Tarter reports that he will abstain from voting on the project this evening due to his having been the acting City Attorney several years ago at the time the project was initially submitted for consideration before the City.

Dave Lasso, attorney for The Wilden project, gives a PowerPoint presentation on the project. Carol Jackson of Falls Church Housing Corporation, Cindy Mester, Assistant City Manager; and Bob Young, Jefferson One Development, add to the presentation and field questions from Board members. Councilmember Nader Baroukh speaks about the need for proper screening (plantings) of the parking garage. Bob Young assures that the commercial building slated for the 360 S. Washington Street property will be LEED-certified.

There is much discussion on the issues of tying the office development to The Wilden to assure delivery of the commercial component, the financing structure of the project, the parking structures, the transition of Winter Hill units from age-restricted to family and workforce housing, the scope of the fiscal impact analysis of the project, and other project-related subjects.

Sue Cotellessa reports that the Planning Commission is scheduled to review the project publicly on March 15, 2010. Chairman Tarter calls a five-minute break at 9:17 pm for setup of Board Member Novotny's presentation. The meeting is called back to order at 9:24pm.

ii. Board Discussion

Board Member Mike Novotny gives a prepared PowerPoint presentation on The Wilden project and prospective use not only for the adjacent properties; 350, 360, and 370 S. Washington Street, but also to advocate for sector planning for the entire S. Washington Street corridor, including Hillwood

Avenue, Fairfax Street, Annandale Road, and W. Maple Avenue. The presentation features a development scenario for the area as well as an estimate that such development could boost the City's revenue possibilities to \$8M yearly. The presentation illustrates what \$8M in revenue could mean for the City and gives examples of how it might be put to use. The presentation meets with a lively discussion among Board members and those representing The Wilden project, including Mr. Young, the applicant's developer of the garage and commercial building at the current 360 S. Washington Street site.

Mr. Novotny's PowerPoint and related background information can be found on the EDA's web page at: www.fallschurchva.gov.

iii. Board Recommendation - Following discussion, including specific comments in support or against The Wilden project, Chairman Tarter suggested that, rather than taking a straight up or down vote for recommendation of The Wilden project to City Council, EDA members submit comments to staff to consolidate and send them along to Council. EDA members will send comments to Economic Development Director Rick Goff.

c. Suggested Agenda Items for Joint Session with Planning Commission (April 19, 2010) – Consideration of this item will occur at the EDA's next meeting scheduled for April 6, 2010.

VI. Old Business – none.

VII. Staff Reports

- a. **Development Reports** — none.
- b. **Business Report** — none.

VIII. EDA Member and Subcommittee Reports – none.

IX. Other Business – none.

X. Adjournment – Chairman Tarter motioned to adjourn and the motion carried unanimously. The meeting adjourned at approximately 10:03 p.m.